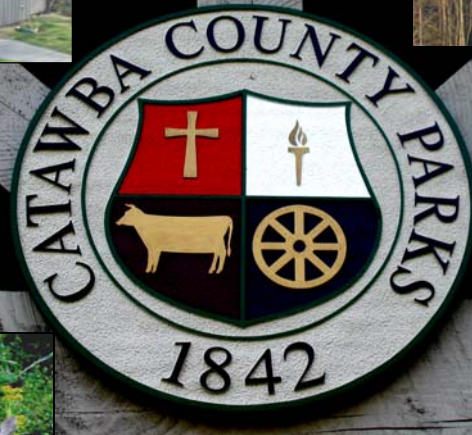


Catawba County Parks Division

2004 ~ 2005
Mid ~ Year Report



Submitted by
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Catawba County Parks Manager
Monday, January 03, 2005

PARKS 04/05

OUTCOMES

Statement of Purpose

Provide recreational opportunities for the citizens of Catawba County through the operation and development of parks and the preservation of open space. Education and preservation of Catawba County's unique natural heritage are the primary goals of the Parks Division.

Outcomes

1. Enhance public knowledge and awareness of Catawba County Parks.
 - A. Study the feasibility of forming an alliance with the Catawba County Historical Association in the area of marketing. Catawba County parks and historical sites are important elements of travel and tourism. By possibly sharing a marketing strategy we will be able to reach a larger market with similar interests. Successful marketing of our natural and cultural resources would be beneficial to the economy of Catawba County.

Achieved: We have been working with the Historical Association on the Bunker Hill Grant Project. Discussions have begun about our future roles together and the Parks Master Plan will help define our future direction.

- B. Forge an alliance with local and regional travel and tourism boards to promote Catawba County Parks.

Achieved: We have been working with the Tourism Board and will continue to explore areas in marketing.

2. Increase the Parks Division daily attendance average by 8% as evidenced by traffic counter statistics/sign-in sheets and the quarterly Parks Division report.

Achieved: Currently we are at 7.7% we will exceed this outcome by year-end. The flooding and hurricanes greatly affected our September 2004 attendance or we would be well above 8% already.

3. Achieve 500 volunteer labor hours by completing a minimum of four park improvement projects. The secondary goal of these improvement projects will be environmental/interpretive education and community involvement. In an effort to involve youth, these projects will include school and scouting groups when possible. This will be completed as evidenced by the volunteer/project log, sign-in sheets and the quarterly Parks Division report.

Achieved: There have been 598 volunteer labor hours logged thus far this year. CVCC's Biology Department and court ordered Community Service have been the major contributors.

4. Host educational/interpretive programs with no less than 500 patron participants as evidenced by daily sign-in sheets.
The goal of these programs is to share environmental/interpretive information with the public in an effort to broaden public awareness and participation in the preservation of Catawba County's unique natural heritage.

Achieved: There have been 7136 patrons who have participated in educational programs. Approximately, 6900 of these have been the result of Ranger John Sutton's efforts at Bakers Mountain Park and in the county and community schools.

5. The Parks Division applied for a PARTF grant in January 2004 - for numerous improvements at Riverbend Park. If we are awarded the grant, managing and completing the project will be a very high priority for the Parks Division. Successful execution and implementation of the project elements in a timely manner be the Park Division's outcome and will be evidenced by the successful completion of the start up phase and 1/3 of the project elements by the end of the 04/05 fiscal year.

Achieved: We were awarded the grant late in the grant cycle however, we are well under way and our target completion date is December 2005.

Division Report

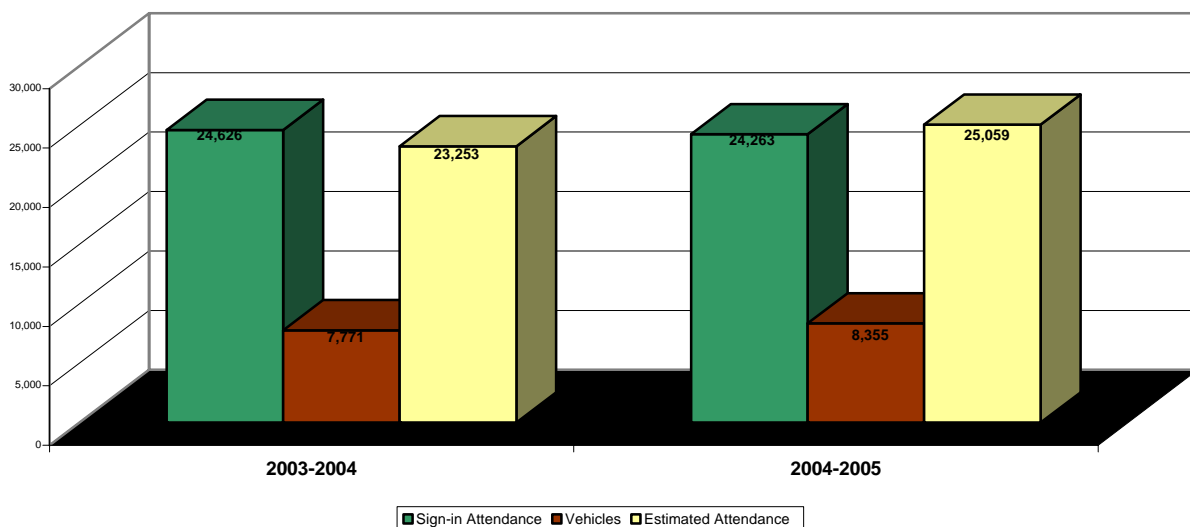
Mid-Year 2004/2005

Attendance: 25,059 patrons visited Catawba County Parks from July 1, 2004 to December 31, 2004 - based on traffic attendance estimates. This is a 7.7% increase above 03/04 attendance for the same period. This is below our 10% goal. This is largely due to park closings in September 2004 due to hurricanes and flooding. Riverbend was closed 8 days and this is half of the open days for the month. Bakers Mountain was closed for several days as well. This is unfortunate because the daily attendance average appears to be significantly higher than last year.

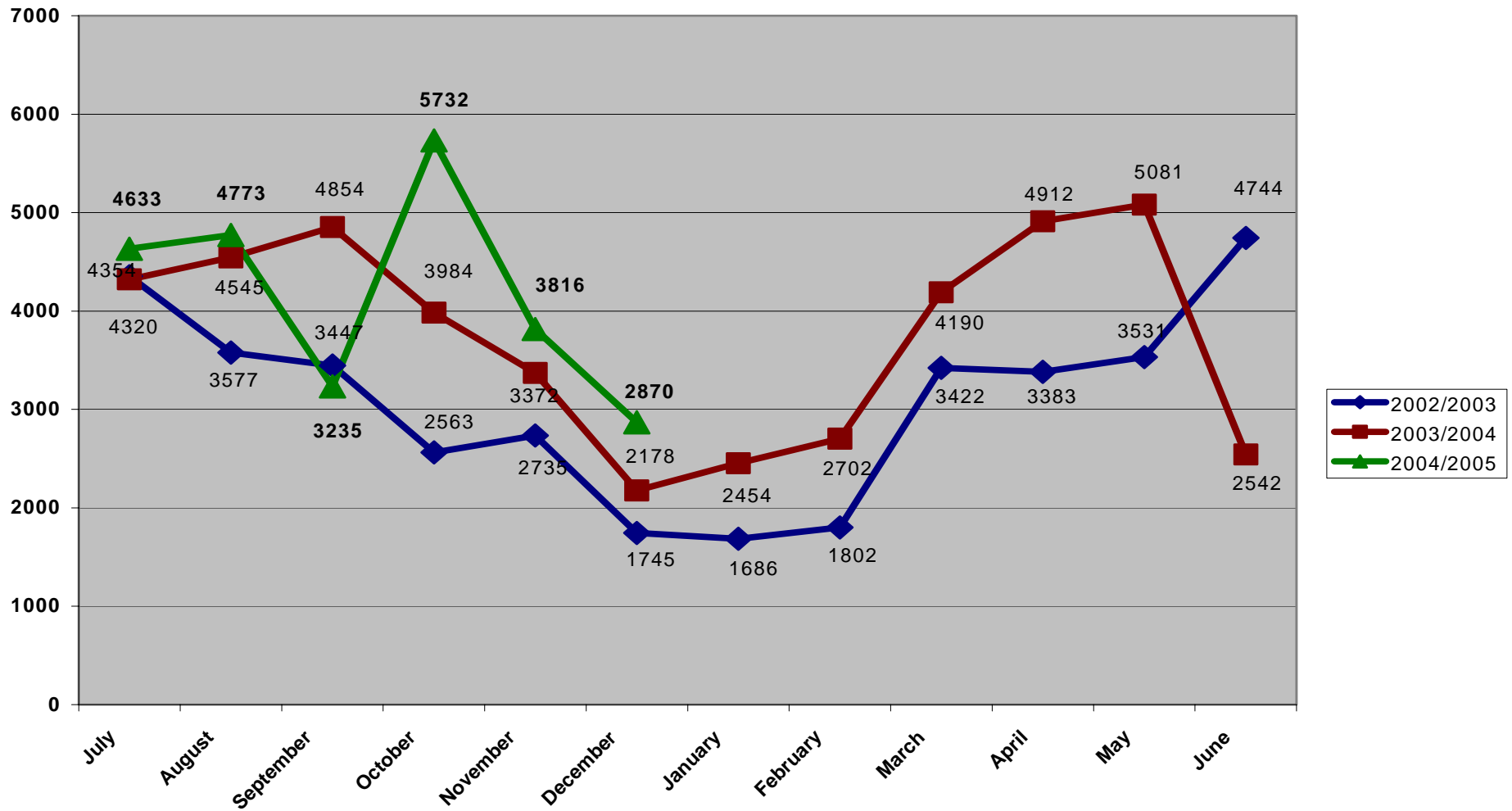
Projects: The trails have been seeded at Riverbend and are in very good condition and several new sections were created to bypass trouble spots. The hurricanes and flooding resulted in widespread minor damage and we have completed debris cleanup. We received our Polaris 6x6 for Bakers Mountain Park and this has greatly increased mobility and our ability to respond to emergencies. At Riverbend we have already started the PARTF grant projects. The storage building is in place and most grading for the dog park is complete. All Park Staff has completed First aid CPR training, and chainsaw safety classes.

Comments/Notes: In the coming quarter we will focus on grant projects and standard seasonal maintenance. We should also have the issues resolved regarding the foundation of the educational shelter at Bakers Mountain Park.

04/05 Mid-Year Comparison Chart
Actual Numbers for Parks Division



Parks Division - Monthly Estimated Attendance



The Catawba County Parks Division is operates on a fiscal year schedule and this is the mid year report for FY04/05 (July 1 – Dec 31, 2004)

Riverbend Park

Attendance / Use Statistics

Mid-Year 2004/2005

ACTIVITY	July 1, 2004 To Dec 31, 2004
<i>HIKING/WALKING/RUNNING</i>	2375
PICNIC	218
FISHING	870
DOG WALKING	455
WILDLIFE/BIRD OBSERVATION	223
HORSEBACK RIDING	189
BIKE RIDING	332
BOATING CANOE	43
EDUCATIONAL ACTIVITY	197
VOLUNTEERS	110
OTHER RESTROOM / INFO	66
SPECIAL EVENT	13
<i>SIGN-IN ATTENDANCE</i>	5,091
<i>TRAFFIC COUNT (CARS)</i>	3,971
<i>TRAFFIC ATTENDANCE ESTIMATE</i>	11,913
<i>REVENUE</i>	\$1,470.00

110 volunteers have provided 251 volunteer hours of service to Riverbend Park for the Mid-Year

For the Mid-Year period of 04/05

Riverbend Park had a 18% lower activity sign in than 03-04.

Riverbend Park had a 3.9% Higher traffic count than 03-04.

(This is remarkable because we were closed for over half of September due to flooding!)

Riverbend Park

Mid-Year Period 2004/2005

Attendance: Riverbend had close to 18% lower sign in rate than 03-04. This is lower than expected. Sign in attendance more accurately shows how the park is used rather than the true actual number of patrons. The actual traffic count is close to 3.9% higher than 03-04. *(This is remarkable because we were closed for over half of September due to flooding!)*

3,971 vehicles entered the park with an estimated 11,913 patrons.

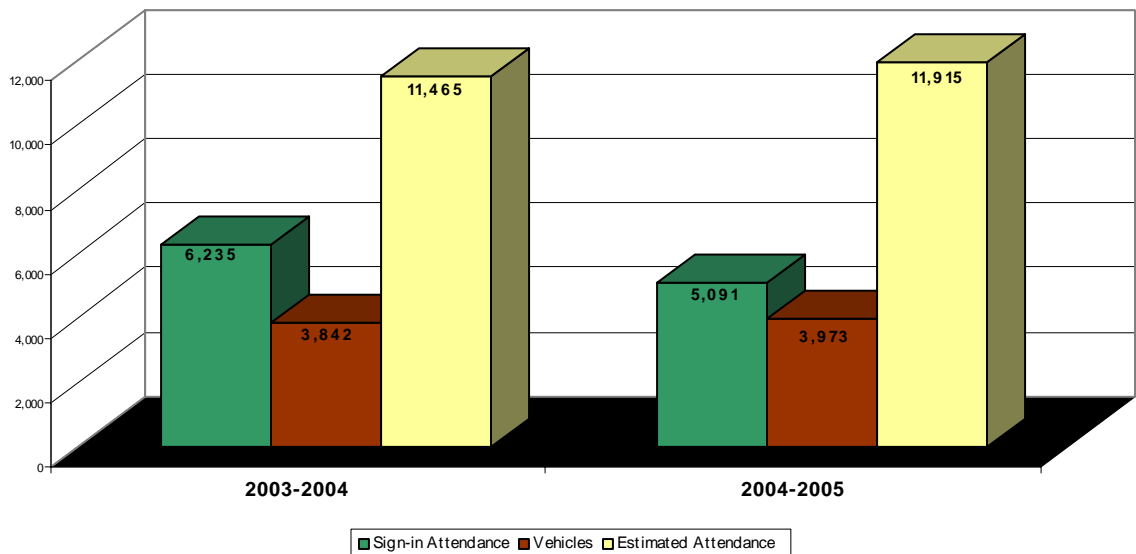
Volunteers: 110 volunteers have assisted the park with trail repairs, Littersweep, creek clean up, and also assisted with educational programs. 251 volunteer hours have been logged.

Educational Opportunities: Riverbend hosted interpretive educational programs for 197 patrons.

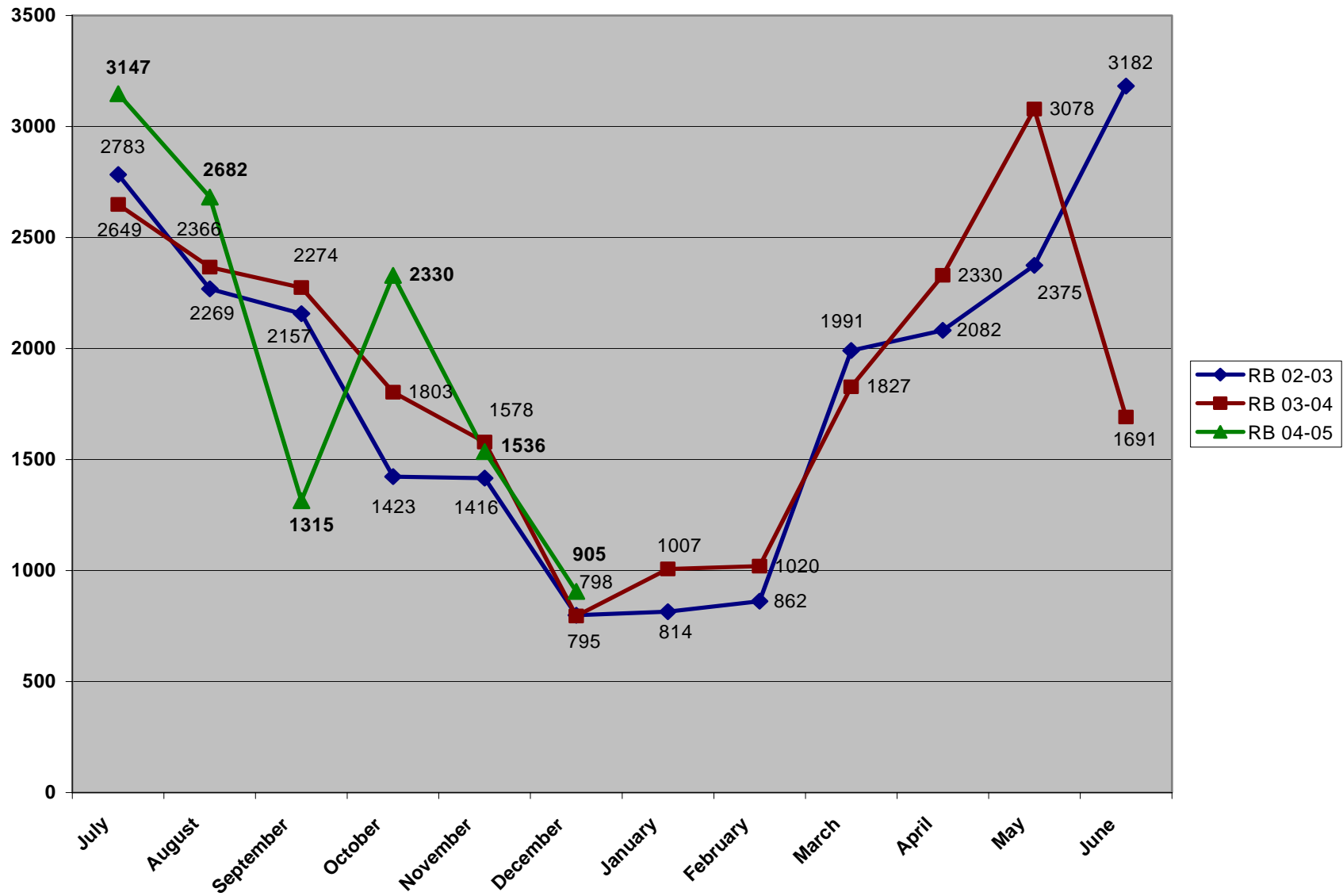
Projects: We have begun working on the PARTF Grant project and have almost completed clearing the dog park area. Extensive time was logged on trail maintenance projects that included graveling wet areas we are 75% done and will reseed in late Feb. 05. The new storage building is in place and the surrounding grading is complete. New maps and several new map stands have been placed in the park. We now have an additional trail link that brings us to close to 14 miles of trail now.

Final Note: Growth was below the outcome standard of 10% at Riverbend for this period. This is likely the result of being closed for most of September and poor weather conditions. Unlike Bakers Mountain, the soil is clay and rain leaves the park in poor condition longer. Overall, it has been a successful period. Staff has completed first response CPR and first aid classes.

04/05 Mid-Year Comparison Chart
Actual Numbers for Riverbend Park



Riverbend Park - Monthly Estimated Attendance



Bakers Mountain Park

Attendance / Use Statistics

Mid-Year 2004/2005

ACTIVITY	Bakers Mountain Park July 1, 2004 To Dec 31, 2004
<i>Walking /Running Paved Trail</i>	1441
<i>Hiking Red, Blue, Orange Trail</i>	3458
<i>Picnic</i>	3769
<i>Dog Walking</i>	657
<i>Wildlife Observation</i>	1069
<i>Volunteer Work</i>	130
<i>Educational Activity</i>	6939
<i>Other – Information & Restrooms</i>	1709
<i>Special Event</i>	0
SIGN-IN ATTENDANCE	19,172
TRAFFIC COUNT (cars)	4,299
TRAFFIC ATTENDANCE ESTIMATE	12,897
REVENUE	\$10.00

130 volunteers have provided 347 volunteer hours of service to Bakers Mountain Park for the Mid-

For the 3rd Quarter Period of 03/04

Bakers Mountain Park had a 4.2% higher activity sign in than 03-04.

Bakers Mountain Park had a 9.4% higher traffic count than 03-04.

Bakers Mountain Park

Mid - Year 2004/2005

Attendance: BM had a 4.2% higher sign in rate than 03-04. Sign in attendance more accurately shows how the park is used rather than the true actual number of patrons. The actual traffic count is 9.4% higher than 03-04. Since July 1, 2004 = 4,299 vehicles entered the park with an estimated 12,897 patrons

Volunteers: 130 volunteers have assisted the park with trail maintenance and numerous improvement projects. These volunteers have contributed 347 volunteer labor hours. This also included the service provided by community service DOC.

Educational Opportunities: John hosted interpretive educational programs for 6939 patrons this period.

Projects: We have begun widening trails to allow better access for the Polaris 6x6. John has been following through with all required maintenance.

Final Note: John has continued to distinguish himself. The park has been maintained in good condition and programming and projects have moved forward. Educational programming and community outreach has exceeded all expectations. Repairs to the educational building should be completed in the next 30 days.

04/05 Mid-Year Comparison Chart
Actual Numbers for Bakers Mountain Park

